

# Graphorum – Dr. Aasman Presenting

## Graph-Driven Event Processing for Intelligent Customer Operations

Wednesday, October 16, 2019

10:15 AM – 11:15 AM

Level: Case Study



Dr. Jans Aasman, CEO, Franz Inc.

In the typical organization, the contents of the actual chat or voice conversation between agent and customer is a black hole. In the modern Intelligent Customer Operations center, the interactions between agent and customer are a source of rich information that helps agents to improve the quality of the interaction in real time, creates more sales, and provides far better analytics for management. The Intelligent Customer Operations center is enabled by a taxonomy of the products and services sold, speech recognition to turn conversations into text, a taxonomy-driven entity extractor to take the important concepts out of conversations, and machine learning to classify chats in various ways. All of this is stored in a real-time Knowledge Graph that also knows (and stores) everything about customers and agents and provides the raw data for machine learning to improve the agent/customer interaction.

In this presentation, we describe a real-world Intelligent Customer Organization that uses graph-based technology for taxonomy-driven entity extraction, speech recognition, machine learning, and predictive analytics to improve quality of conversations, increase sales, and improve business

visibility.

<https://graphorum2019.dataversity.net/sessionPop.cfm?confid=132&proposalid=11010>